

Qualities of READABLE HEADLINES

The headlines you create should contain specific attributes to give them appeal to your audience. Specifically, headlines should be:



1

RELEVANT



2

VALUABLE



3

UNIQUE



4

THOUGHT-
PROVOKING

But there's another important element: **HEADLINES MUST BE READABLE.**



STRATEGY : Incorporating Video into Your Website Design

BLOG » STRATEGY

Incorporating Video into Your Website Design

by Jordan Wellin on February 1, 2018

Source: <https://wistia.com/blog/incorporating-video-into-your-website-design>



Readers see headlines first before they decide to read anything else, so they must be easy enough to read, understand, and promise clear compelling reasons to keep the reader reading.

So, headlines must be:



Most headlines are bold, big, and located at the top of a page



01

BIG ENOUGH TO
COMMAND ATTENTION
AND DRAW THE
READER'S EYE

SHORT ENOUGH TO BE
READ COMPLETELY ON
ANY DEVICE OR SCREEN

02



Headlines may appeal at top of pages in big type, in tiny notification windows, within email subject lines, or social media posts like Tweets



60 characters or less will fit on almost any screen or space



Headlines that are too short will be boring



03

LONG ENOUGH TO
CONTAIN COMPELLING
INFORMATION TO PULL
THE READER IN

INTERESTING ENOUGH
TO GRAB THE READER'S
ATTENTION IMMEDIATELY

04



The 1st 3 words and last 3 words are very important to communicate meaning



Don't bury the best details in the middle of a headline:

- The Secrets Behind How to Save Thousands of Dollars on Your Amazon Orders

How to Write Killer Sales Copy to Increase Downloads

by Steve Young | Feb 9, 2018

Source: <http://www.appmasters.co/write-killer-sales-copy-increase-downloads/>

Copywriters must consider how they create their headlines in other ways:



AS A READER,

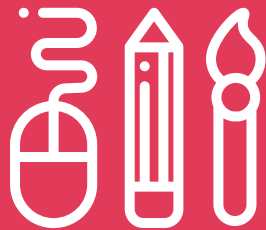
would this headline compel you to read on?

Is there significant value there to interest you?

Is this at all special or exciting?

Am I being promised something I want?

1



AS A DESIGNER,

can we guarantee the headline will catch the reader's eye?

Is it easy enough to spot and read?

Will the headline also read well in an email subject line or a mobile notification?

2



AS A COMPANY,

will a headline like this generate the results I want?

Is it guiding the reader down a path?

Is it working to increase conversions, social shares, or some other metric?

3